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Internet

Top 10 Global Web Parent Companies, Home & Work

August 2010

RANK	PARENT	UNIQUE AUDIENCE (000)	ACTIVE REACH %
1	GOOGLE	205,814,883	87.79%
2	MICROSOFT	180,098,857	76.82%
3	FACEBOOK	118,840,955	50.69%
4	YAHOO!	100,511,198	42.87%
5	EBAY	95,426,342	40.70%
6	WIKIMEDIA FOUNDATION	87,394,392	37.28%
7	AMAZON	54,444,795	23.22%
8	APPLE COMPUTER	49,831,728	21.26%
9	TELEFONICA/TERRA	45,830,250	19.55%
10	INTERACTIVECORP	43,291,706	18.47%

Source: Nielsen NetView

Top 10 U.S. Web Parent Companies, Home & Work

August 2010

RANK	PARENT	UNIQUE AUDIENCE (000)	ACTIVE REACH %
1	GOOGLE	160785	82.4%
2	MICROSOFT	136430	70.0%
3	YAHOO!	133349	68.4%
4	FACEBOOK	131381	67.4%
5	AOL, INC.	80127	41.1%
6	INTERACTIVECORP	75989	39.0%
7	NEWS CORP. ONLINE	70344	36.1%
8	EBAY	65316	33.5%
9	AMAZON	61440	31.5%
10	APPLE COMPUTER	61255	31.4%

Source: Nielsen NetView

Top 10 U.S. Online Video Brands, Home & Work

August 2010

RANK	BRAND	UNIQUE VIEWERS (000)
1	YOUTUBE	101,074
2	FACEBOOK	36,866
3	YAHOO!	27,825
4	MSN/WINDOWSLIVE/BING	17,050
5	HULU	12,290
6	THE COLLEGEHUMOR NETWORK	9,079
7	FOX INTERACTIVE MEDIA	8,985
8	CNN DIGITAL NETWORK	8,341
9	TURNER SPORTS AND ENTERTAINMENT DIGITAL NETWORK	7,862
10	DISNEY ONLINE	7,815

Source: Nielsen VideoCensus

Top 10 U.S. Search Providers, Home & Work

August 2010

RANK	PROVIDER	SEARCHES (000)	SHARE OF SEARCHES
-	ALL SEARCH	9,199,567	100.0%
1	GOOGLE SEARCH	5,988,996	65.1%
2	MSN/WINDOWS LIVE/BING SEARCH	1,274,184	13.9%
3	YAHOO! SEARCH	1,208,774	13.1%
4	ASK.COM SEARCH	196,875	2.1%
5	AOL SEARCH	179,895	2.0%

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Source: Nielsen MegaView Search